

Advanced Professional Studies - Global Business and Entrepreneurship

Mehlville School District
Advanced Professional Studies/CAPS
Grades 11 - 12, Duration 1 Year, 3 Credits

Rationale

This course provides an entrepreneurial approach to education that is designed to give the high school student a hands-on, real world experience in global business and entrepreneurship.

Course Description

This course provides the student the ability to truly step outside the traditional classroom for a fast-paced and unique experience. The projects that the student completes come directly from business partners and are designed to give the high school student a hands-on, real world experience in global business and entrepreneurship. The student is fully immersed in a profession-based learning approach. The student is able to gain experience working with real businesses, assisting and learning through meaningful projects, and working in a variety of fields, including Human Relations, Entrepreneurship, Global Business, Sales, Promotion, Event Planning, Fashion Marketing, Sports and Entertainment Marketing, Finance, Agriculture, Hotel Lodging and Restaurant Management, just to name a few. In addition to being a part of real businesses, the student is also paired with mentors out in the field - individuals who are working each day in these professions. Business partners have included mentors and projects from MasterCard, Boeing and goBRANDgo. In addition to important profession-based learning skills the student acquires, they also gain 21st century skills such as problem solving, time and project management skills, business ethics and self-discipline. Along with earning high school credit, the student in the CAPS program will have opportunities to earn college credit. The student will also have the opportunity to participate in DECA (Association of Marketing Students) and FBLA (Future Business Leaders of America). The student must apply for acceptance into the STL CAPS program.

Prerequisites

The student must complete at least 0.5 credits of any business or marketing course and submit an application to be considered for the program.

Course Objectives

- 1) The student will understand the role culture plays in global business practices and how they relate to domestic business practices.
- 2) The student will analyze political economy of international trade, and economic theories.
- 3) The student will develop an awareness of global issues, news events, and trade while understanding how they relate to business.
- 4) The student will determine appropriate methods for entering new countries and markets.
- 5) The student will understand capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit.
- 6) The student will identify and explain the steps in starting a business.
- 7) The student will develop and present an Individual Business Plan which includes comprehensive research.
- 8) The student will learn about the entrepreneurial mindset and demonstrate these characteristics when solving problems for business and industry partners.
- 9) The student will apply knowledge to real-world problems in a real-world work experience setting.
- 10) The student will develop sound decision-making skills through the professional-based work experience.
- 11) The student will describe and demonstrate appropriate professional conduct in a work environment.
- 12) The student will develop a professional vision that values diversity in the workplace.

BOE 11/10/16